

NEWS RELEASE

February 7, 2024 Yamato Holdings Co., Ltd.

Yamato Makes Additional Investment in SIXTYPERCENT Inc., Operator of "60% (Sixtypercent)," a Fashion E-Commerce Site for Generation Z that Offers a Collection of Asian Brands

Yamato Holdings Co., Ltd. (Headquarters: Chuo-ku, Tokyo; Representative Director and President: Yutaka Nagao), through the KURONEKO Innovation Fund (Operator: Global Brain Corporation), has made an additional investment in SIXTYPERCENT Inc. (Headquarters: Shibuya-ku, Tokyo, Representative Director, CEO (Co-founder): Taiga Manabe, hereinafter "SIXTYPERCENT"), which operates the international fashion e-commerce site 60% (Sixtypercent) offering a collection of Asian brands, among other services.



Brand image for 60% store

60% (Sixtypercent) is an online select store featuring over 1,400 brands* from approximately 10 Asian countries, including South Korea. Many brands selling products on 60% are mainly indie brands, with a total of over 100,000 different articles of apparel* available. The product lineup featuring many options not available in Japan appeals to members of Generation Z; approximately 90% of the site's

users are in their teens and twenties.

Now, the KURONEKO Innovation Fund has made an additional investment in SIXTYPERCENT based on its marketing focused on Generation Z and corporate growth capabilities. The fund will continue to support SIXTYPERCENT's growth and work to create new value in the international e-commerce market, which is expected to expand further.

*As of December 31, 2023

About SIXTYPERCENT Inc.

Established: July 2018

Headquarters: 1-33-15 Ebisu-Nishi, Shibuya-ku, Tokyo

CEO: Taiga Manabe

Business activities: International fashion e-commerce business

· Corporate website URL: https://corp.sixtypercent.com/en/

• 60% international fashion e-commerce site URL: https://global.sixty-percent.com/

Contact

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Reference

About the KURONEKO Innovation Fund URL: https://www.kuroneko-v.com/en/